

**FIRE NEARBY FAILED  
TO AWAKE SCHMIDT**

Slayer Sleeps Peacefully Although  
All Others in Tombs Are  
Aroused.

Fire at 4 o'clock this morning awoke every one in the Tombs prison, with the exception of the Rev. Hans Schmidt, who, prison authorities say, would sleep through almost anything.

The fire started in the second story of a building at Nos. 117-119 Leonard street, a stone's throw from the prison, in the manufactory of Ronco & Co., makers of envelopes and office supplies. Burning carbon paper caused a heavy, stifling smoke, which repeatedly drove out the firemen and gave them much trouble. The total damage was about \$2,500.

The clanging of the apparatus and shouting of a small crowd awoke the Tombs population, but Schmidt slept on, quite unmindful. Since he has been imprisoned the prisoner has done nothing so much as sleep.

**POSLAM BRINGS  
FREEDOM FROM  
SKIN DISTRESS**

Poslam stops itching, cools, soothes and comforts as soon as applied, rapidly cures eczema (even in two weeks), acne, tetter, all forms of itch, and clears red noses or inflamed skin overnight.

Day by day this work is repeated by Poslam with uniform success, and this positive merit is alone responsible for its sales. Its users have found that in actual accomplishment all claims made for Poslam are greatly exceeded.

POSLAM SOAP is so pure that it may be used in the mouth for cleansing teeth and gums. It is especially adapted for use on tender skin—soothing and delightful. Best for baby's bath. All druggists sell Poslam (price, 25 cents) and Poslam Soap (price, 25 cents). For free samples, write to the Emergency Laboratories, 22 West 25th Street, New York City.

**James McCreery & Co.**

34th Street—5th Avenue—23rd Street

On Sale Thursday, September the 18th.

**"McCREERY SILKS"**

Famous Over Half a Century.

12,000 Yards of Double Width Black Dress Silks and Satins in this season's most fashionable weaves. value 1.75 to 2.50. 1.25 to 1.55 yd.

**MEN'S & WOMEN'S UMBRELLAS**

Extra Fine Quality Taffeta or Union Taffeta Silk—handles of natural wood, plain and carved mission, ebonine, etc. values 3.00 and 3.50. 1.90

Taffeta Silk, — tape edge; handles of sterling silver, natural and carved woods with sterling trimmings, etc. values 4.00 and 4.50. 2.95

**Advance Sale  
WOMEN'S SOROSIS  
Fall and Winter Boots**

The latest and most fashionable models, with the extremely smart "Spanish" or "Cuban" heels.

Made in Tan Russia Calf, Brown or Gray Suede, Glazed Kid, Gun-Metal, Calf and Patent Leather. Also Boots with fancy tops, including combinations of Gun-Metal and Patent Leather with Dark Gray and Brown Ooze Tops, Battleship Gray Kid Tops and Plain Black Cloth Tops.

value 5.00 to 7.00. 3.85 pair

**HOUSEHOLD & DECORATIVE LINENS**

Satin Damask Tablecloths.. 1.45, 2.00 to 6.50  
value 2.00. 2.75 to 8.75

Odd Satin Damask Tablecloths.....  
5.50, 7.50 to 15.00  
value 11.00, 15.00 to 35.00

Satin Damask Napkins.....  
1.75, 2.75 to 5.25 doz.  
value 2.50, 3.75 to 7.50

Huckaback Towels... 2.90, 4.50 to 6.00 doz.  
value 4.00, 5.50 to 8.50

Guest Towels,—superfine.....  
3.00, 3.75 to 7.50 doz.  
value 4.25, 5.00 to 10.00

Turkish Bath Towels.. 2.50, 6.00 to 9.00 doz.  
value 3.50, 8.00 to 12.00

Hemmed Glass and Dish Towels.....  
1.50, 2.00 to 3.00 doz.  
value 2.00, 2.50 to 3.75

Madeira Hand-embroidered Tea Napkins.....  
2.75, 5.00 to 10.00 doz.  
value 3.50, 7.00 to 15.00

Madeira Hand-embroidered Luncheon Sets.....  
4.50, 7.50 to 12.50 set  
value 7.50, 12.00 to 18.00

Hand-embroidered and Lace-trimmed Squares,  
Scarfs and Centrepieces.  
2.00, 2.50 and 3.50 each  
values 4.00, 5.00 and 6.00

Hemstitched Linen Sheets.....  
3.75, 4.50 to 9.00 pair  
value 5.00, 6.00 to 12.00

Hemstitched Linen Pillow Cases.....  
85c, 1.25 to 2.00 pair  
value 1.25, 1.75 to 2.75

Irish Linen Pillow Cases,—hand-embroidered....  
value 3.00, 1.95 pair

**GIMBELS**

Store Opens at 8:30 and Closes at 6

**\$5 Is a Small Price for Any One of These  
236 Tailored and Demi-Tailored Hats**

Every Hat is distinctive—  
as well as *chic*—for there are  
no two Hats alike. This is a  
very unusual occasion, consid-  
ering that these Hats are from

A Well-Known  
Tailor-Milliner

and that they have been selling  
at \$7.50 to \$10.



Hats Composed  
of

Velvet-and-Plush Velvet-and-Silk  
Plush-and-Silk

Black Red Navy  
Peacock Green Burgundy

However, Black Hats are in the majority.  
Trimmed with dashing bows, effective  
ostrich fantasies and very good-looking  
imitation aigrettes. Main Floor

**New Autumn Modes And Not Passe Styles In**

For we wish it emphatically understood that there are the Waists that had been ordered—but never displayed—by John Forsythe, Inc., 22 West 34th Street. We purchased them direct from the manufacturer—The Forsythe Waist Company—who has appointed us the agent for the

**Forsythe Waists That Have Been  
Renowned for a Generation**

Many women are selecting at least six of these Waists at a time, for there are more than 200 styles for dress, as well as for severe tailored wear—in exquisite silks, cottons, linens and flannels.

**Every Waist Is Designed to Fit Perfectly**

\$3 and \$3.50 Forsythe Waists at \$2	\$7.50 Forsythe Waists at \$3.95
\$4.50 and \$5 Forsythe Waists at \$2.50	\$10 Forsythe Waists at \$5
\$5.50 and \$6 Forsythe Waists at \$3	\$12 Forsythe Waists at \$6.95
\$6.50 and \$7 Forsythe Waists, \$3.50	\$14 to \$16.50 Forsythe Waists, \$7.50

Third Floor.

**Tomorrow  
An Unprecedented  
Event**

Indeed, it will be

**Our Largest Sale of Children's Coats  
For Fall and Winter Wear**

250 Coats at \$1.75 instead of \$3 to \$4  
300 Coats at \$2.95 instead of \$5 to \$6  
200 Coats at \$3.75 instead of \$6 to \$7.50

Dressy as well as severely tailored Coats for the happy play hours—in serge, cheviot and many fancy worsteds. All in desirable colors.

**200 Coats of Imported Corduroy  
At \$8.50 instead of \$13.75**

Russian, as well as double and single-breasted styles in these Coats of navy and brown corduroy. Many are effectively trimmed with silk braid.

Sizes 2 to 5 years, but in some instances not all sizes in each style.

No Credits No Exchanges Second Floor

**Men's Fall Overcoats  
Silk-lined Throughout  
At \$16.50**

Most Men Are Familiar With the  
Kind of an Overcoat Usually  
Procurable at \$25.

They will have no difficulty therefore in recognizing the clear saving of \$8.50 in this special sale of Silk-lined Fall Overcoats, with silk or cloth facings, at \$16.50.

Standard quality all wool fabrics in plain black and medium or dark Oxford gray. These Coats were tailored for us by one of the leading wholesale tailors in America.

Remember—when we tell you this is a \$25 Overcoat, we mean a GIMBEL \$25 Overcoat that is recognized as being a little better than the best procurable at that price. The following sizes:

Regular 33 to 44, stouts 37 to 48, shorts 34 to 39, longs 36 to 42. Fourth Floor

**GIMBEL Belmode Shoes, \$5****Designed for Women of Fashion**

More care is devoted today to the making of good Shoes, and to their proper fit and smart appearance, than probably ever before. And this country leads all other nations in the excellence of its shoes.

GIMBEL Belmode Shoes for Women are beautiful examples of American skill in shoe-making. They appeal especially to the great—and growing—class of women who are proud of the appearance of their feet, and yet watchful of their comfort.

The price, \$5 a pair, is a happy medium between the expensive and the cheap. The woman who pays \$5 for a pair of Belmode Shoes has the satisfaction of knowing that she is getting the BEST Shoes to be had at that price.

**Twenty-Six Distinguished Autumn Styles  
Lace and Button, in All Leathers**

You need your new Shoes now. Let us fit you with a pair in one of the Belmode styles. Second Floor

**Pearl and Bead  
Necklaces  
Are Oddly Low in  
Price**

You wouldn't expect these pretty Necklaces, which are in such high favor nowadays, to be offered at about half price. But we made some good special purchases, which account for the savings.

French-filled Pearl Necklaces, of fine quality and lustre, and mounted with 10-k gold snap.

16-in., straight, at \$1.50, usually \$2.

16-in., graduated or straight, at \$2, usually \$4.

18-in., medium, graduated, fine white pearls, at \$2.50, usually \$4.50; 22-in., at \$4.50, usually \$7.50.

Imitation Clouded Amber Beaded Necklaces, large, graduated, 27-in., at 75c, usually \$1.50.

Ribbon Bouteils, black, with white edge, with one or three buckle slides, in sterling silver or gold-filled, 25c to 50c. Main Floor

**Lingerie  
Samples  
Four Months Ahead of Time  
At 75c to  
\$12.75**

A Third Less Than Usual  
Styles for the Spring of 1914! So, Madame will surely realize that it will be worth her while to get a lasting supply of these Under-muslins.

This abnormal event is the result of a manufacturer having too many samples. For instance, he interpreted an idea with various kinds of trimmings and this made his collection too large without showing a sufficient number of different styles. And as it was not good judgment to keep the surplus samples in his stock he gave the entire number to us at a third less.

Altogether, several thousand Nightgowns, Petticoats and Combinations of fine nainsook and cambric.

\$1 to \$12.75 Undermuslins on Second Floor  
Those at 75c on Subway Balcony

**Two Special Offerings of  
Dress Goods for Autumn**

Home from the mountains or seashore, and with your mind intent on new tailored suits and costumes for Fall? Then this pair of "plums" from the Dress Goods Salons will prove interesting.

**\$1.50 Storm Serge at \$1 Yard**

A firmly woven all-wool fabric, 52 in. wide, in a handsome shade of navy blue.

**Silk-and-Wool Crepe at \$1 Yard**

This special purchase of 1500 yards from an importer includes also an excellent quality Henrietta. Between the two fabrics there is a full range of desirable colorings. All 46 in. wide, and of a quality not ordinarily sold for less than \$1.50. Second Floor

**Mid-Week Specials  
IN THE SUBWAY STORE**

Exceptional Savings in This September Sale of

**China, Lamps and Homefixings****\$13.50 Dinner Services at \$6.75**

100 piece; choice of two decorations, both Gimbel open stock patterns.

**\$7.50 Dinner Services at \$4.50**

52 piece Services, in the same open stock decorations as the above sets.

**\$8 to \$10 Gas Domes at \$4.50**

Very large assortment of styles, in either amber or green cathedral art glass, with or without fringe. These are all 22 in. in diameter and are equipped with Lindsay Inverted dome lights.

**\$16.50 Brass Bedsteads at \$9.50**

Heavy square top rod, 2 in. posts, 12 substantial filling rods, ornamental caps, best English lacquer; sizes 3, 4 or 4 ft. 6 in. All finishes.

**\$10.50 Felt Mattresses at \$6.75**

Layer felt, rolled edges, covered in many styles of ticking; comfortable and sanitary; non-absorbent; all sizes.

**\$2.75 to \$4 Lace Curtains at \$1.95 Pair**

1,200 pairs, including Nottingham, novelty nets and Marie Antoinette lace designs. Some of these are the ready to hang pattern. Made of fine grade Egyptian yarn, double threaded and over stitched edge.

**\$3.50 Bonne Femme Curtains at \$1.95 Pair**

Heavy grade cable net, corded with large motifs elaborately braided; fine reproduction of expensive Russian lace; white and arabic; 2 1/2 to 3 yards long. Subway Store, Lower Floor

**Linoleum Remnants**

These pieces are from 6 to 16 square yards each. Fine kitchen and bathroom patterns.

**45c Yd. Grades at 30c Yd.****30c to 40c Yd. Oilcloth at 20c to 25c Yd.****\$1 Tapestry Brussels Carpet, 75c Yd.****\$1.25 Velvet Carpet at 85c Yd.**

Subway Store, Lower Floor

**Aluminum Kitchen Ware****At Marked Reductions**

8-qt. Aluminum Kettle, 4-qt. Aluminum Sauce-pan at 75c.

11-qt. Aluminum 9-qt. Aluminum Sauce-pan at 50c.

2-qt. Aluminum Rice 2-qt. Aluminum Coffee Pot at 90c.

10-in. Aluminum Frying Pan, 50c. Subway Store, Lower Floor

**GIMBEL BROTHERS**

BROADWAY NEW YORK THIRTY-THIRD ST.